

## THE CLAIMS

- Sub 31
1. (original) A method of decentralized e-commerce, comprising:  
receiving a search request from a user to search content stored on at least one content server, wherein the content includes provider tags identifying each of at least one content field within the content, and wherein the search request includes at least one search term associated with at least one portal tag, the portal tag being part of a portal tagging standard and identifying a type of data within content to be searched;  
identifying the provider tag corresponding to the portal tag using a cross-reference of portal tags corresponding to provider tags; and  
comparing the search term with a content field tagged with a provider tag corresponding to the portal tag associated with the search term.
2. (original) The method of claim 1, further comprising generating a summary of content matching the search request.
3. (original) The method of claim 2, further comprising transmitting the summary to the user.
4. (original) The method of claim 3, wherein the summary includes a link to the matching content.
5. (original) The method of claim 1, wherein the content is for the sale of merchandise.
6. (original) The method of claim 5, wherein the portal tagging standard requires tags for identifying merchandise name, description and price.
7. (original) The method of claim 6, further comprising:  
offering the user the option to purchase the merchandise;  
receiving a request to purchase the merchandise from a user; and  
transmitting the request to purchase to the provider of the content.
- 31

8. (original) The method of claim 1, wherein the content provider's content is for merchandise to auction.
9. (original) The method of claim 8, wherein the portal tagging standard requires tags for identifying merchandise name, description and minimum bid.
10. (original) The method of claim 9, further comprising managing an auction, wherein managing the auction comprises:
- receiving bids from users;
  - identifying a winning bidder; and
  - notifying the provider of the content of the identified winning bidder.
11. (original) The method of claim 1, wherein the provider's content is a resume.
12. (original) The method of claim 11, wherein the portal tagging standard requires tags for identifying name, address, education, experience and job classification.
13. (original) A method of decentralized e-commerce, comprising:
- generating an index of decentralized content having a record for each of at least one provider's content, wherein each record includes at least one data field identified by a portal tag, the data field containing at least a portion of content from a content field identified by a provider tag corresponding to the portal tag, the provider tag corresponding to the portal tag being identified using key information;
  - receiving a search request from a user to search the index, wherein the search request includes at least one search term associated with at least one portal tag; and
  - comparing the search terms having associated portal tags with the portion of content stored in the data field identified by the same portal tag.
14. (original) The method of claim 13, further comprising generating a summary of records matching the search request.

15. (original) The method of claim 14, further comprising transmitting the summary to the user.
16. (original) The method of claim 15, wherein the summary includes a link to the matching content.
17. (original) A method of decentralized e-commerce, comprising:  
registering a content provider, comprising receiving key information and an address to content, the content being tagged with at least one provider tag to identify each of at least one content field, the content being stored on a content server and the key information being a cross-reference of each provider tag corresponding to each portal tag;  
providing a user search interface permitting a user to enter a search request for content, wherein the user search interface permits a user to associate a portal tag with each search term whereby restricting the search to at least one of the content fields;  
receiving the search request from a user;  
searching the content based on the search request;  
identifying content complying with the user's search request; and  
transmitting the identified content to the user.
18. (original) A method of decentralized e-commerce, comprising:  
creating content wherein the content is tagged with at least one provider tag to identify each of at least one content field;  
storing the content on a content server; and  
registering the content with a portal server, comprising providing an address for the content and providing key information relating a provider tag to a corresponding portal tag in a portal tagging standard.
19. (original) The method of claim 18, further comprising transmitting the content to the portal server.
20. (original) A system of decentralized e-commerce, comprising:

means for receiving a search request from a user to search content stored on at least one content server, wherein the content includes provider tags identifying each of at least one content field within the content, and wherein the search request includes at least one search term associated with at least one portal tag, the portal tag being part of a portal tagging standard and identifying a type of data within content to be searched;

means for identifying the provider tag corresponding to the portal tag using a cross-reference of portal tags corresponding to provider tags; and

means for comparing the search term with a content field tagged with a provider tag corresponding to the portal tag associated with the search term.

21. (original) The system of claim 20, further comprising means for generating a summary of content matching the search request.

22. (original) The system of claim 21, further comprising means for transmitting the summary to the user.

23. (original) The system of claim 22, wherein the summary includes a link to the matching content.

24. (original) The system of claim 20, wherein the content is for the sale of merchandise.

25. (original) The system of claim 24, wherein the portal tagging standard requires tags for identifying merchandise name, description and price.

26. (original) The system of claim 25, further comprising:  
means for offering the user the option to purchase the merchandise;  
means for receiving a request to purchase the merchandise from a user; and  
means for transmitting the request to purchase to the provider of the content.

27. (original) The system of claim 20, wherein the content provider's content is for merchandise to auction.

28. (original) The system of claim 27, wherein the portal tagging standard requires tags for identifying merchandise name, description and minimum bid.
29. (original) The system of claim 28, further comprising means for managing an auction, wherein means for managing the auction comprises:
- means for receiving bids from users;
  - means for identifying a winning bidder; and
  - means for notifying the provider of the content of the identified winning bidder.
30. (original) The system of claim 20, wherein the provider's content is a resume.
31. (original) The system of claim 30, wherein the portal tagging standard requires tags for identifying name, address, education, experience and job classification.
32. (original) A system of decentralized e-commerce, comprising:
- means for generating an index of decentralized content having a record for each of at least one provider's content, wherein each record includes at least one data field identified by a portal tag, the data field containing at least a portion of content from a content field identified by a provider tag corresponding to the portal tag, the provider tag corresponding to the portal tag being identified using key information;
  - means for receiving a search request from a user to search the index, wherein the search request includes at least one search term associated with at least one portal tag; and
  - means for comparing the search terms having associated portal tags with the portion of content stored in the data field identified by the same portal tag.
33. (original) The system of claim 33, further comprising means for generating a summary of records matching the search request.
34. (original) The system of claim 33, further comprising means for transmitting the summary to the user.

35. (original) The system of claim 34, wherein the summary includes a link to the matching content.

36. (original) A system of decentralized e-commerce, comprising:

means for registering a content provider, comprising receiving key information and an address to content, the content being tagged with at least one provider tag to identify each of at least one content field, the content being stored on a content server and the key information being a cross-reference of each provider tag corresponding to each portal tag;

means for providing a user search interface permitting a user to enter a search request for content, wherein the user search interface permits a user to associate a portal tag with each search term whereby restricting the search to at least one of the content fields;

means for receiving the search request from a user;

means for searching the content based on the search request;

means for identifying content complying with the user's search request; and

means for transmitting the identified content to the user.

37. (original) A system of decentralized e-commerce, comprising:

means for creating content wherein the content is tagged with at least one provider tag to identify each of at least one content field;

means for storing the content on a content server; and

means for registering the content with a portal server, comprising providing an address for the content and providing key information relating a provider tag to a corresponding portal tag in a portal tagging standard.

38. (original) The method of claim 37, further comprising transmitting the content to the portal server.

39. (cancelled)

40. (cancelled)

41. (cancelled)

42. (cancelled)

43. (previously amended) An article of manufacture, comprising:

a computer usable medium having computer readable program code means embodied therein for decentralized e-commerce, comprising:

computer readable program code means for causing a computer to receive a search request from a user to search content stored on at least one content server, wherein the content includes provider tags identifying each of at least one content field within the content, and wherein the search request includes at least one search term associated with at least one portal tag, the portal tag being part of a portal tagging standard and identifying a type of data within content to be searched;

computer readable program code means for causing a computer to identify the provider tag corresponding to the portal tag using a cross-reference of portal tags corresponding to provider tags; and

computer readable program code means for causing a computer to compare the search term with a content field tagged with a provider tag corresponding to the portal tag associated with the search term.

44. (previously amended) An article of manufacture, comprising:

a computer usable medium having computer readable program code means embodied therein for decentralized e-commerce, comprising:

computer readable program code means for causing a computer to generate an index of decentralized content having a record for each of at least one provider's content, wherein each record includes at least one data field identified by a portal tag, the data field containing at least a portion of content from a content field identified by a provider tag corresponding to the portal tag, the provider tag corresponding to the portal tag being identified using key information;

computer readable program code means for causing a computer to receive a search request from a user to search the index, wherein the search request includes at least one search term associated with at least one portal tag; and

computer readable program code means for causing a computer to compare the search terms having associated portal tags with the portion of content stored in the data field identified by the same portal tag.

45. (previously amended) An article of manufacture, comprising:

a computer usable medium having computer readable program code means embodied therein for decentralized e-commerce, comprising:

computer readable program code means for causing a computer to register a content provider, comprising receiving key information and an address to content, the content being tagged with at least one provider tag to identify each of at least one content field, the content being stored on a content server and the key information being a cross-reference of each provider tag corresponding to each portal tag;

computer readable program code means for causing a computer to provide a user search interface permitting a user to enter a search request for content, wherein the user search interface permits a user to associate a portal tag with each search term whereby restricting the search to at least one of the content fields;

computer readable program code means for causing a computer to receive the search request from a user;

computer readable program code means for causing a computer to search the content based on the search request;

computer readable program code means for causing a computer to identify content complying with the user's search request; and

computer readable program code means for causing a computer to transmit the identified content to the user.

46. (previously amended) An article of manufacture, comprising:

a computer usable medium having computer readable program code means embodied therein for decentralized e-commerce, comprising:



computer readable program code means for causing a computer to create content wherein the content is tagged with at least one provider tag to identify each of at least one content field;

computer readable program code means for causing a computer to store the content on a content server; and

computer readable program code means for causing a computer to register the content with a portal server, comprising providing an address for the content and providing key information relating a provider tag to a corresponding portal tag in a portal tagging standard.

47. (previously amended) A programmed computer for decentralized e-commerce, comprising:

a memory for storing computer executable code; and

a processor for executing the program code stored in memory, wherein the program code includes:

code to receive a search request from a user to search content stored on at least one content server, wherein the content includes provider tags identifying each of at least one content field within the content, and wherein the search request includes at least one search term associated with at least one portal tag, the portal tag being part of a portal tagging standard and identifying a type of data within content to be searched;

code to identify the provider tag corresponding to the portal tag using a cross-reference of portal tags corresponding to provider tags; and

code to compare the search term with a content field tagged with a provider tag corresponding to the portal tag associated with the search term.

48. (original) A programmed computer for decentralized e-commerce, comprising:

a memory for storing computer executable code; and

a processor for executing the program code stored in memory, wherein the program code includes:

code to generate an index of decentralized content having a record for each of at least one provider's content, wherein each record includes at least one data

field identified by a portal tag, the data field containing at least a portion of content from a content field identified by a provider tag corresponding to the portal tag, the provider tag corresponding to the portal tag being identified using key information;

code to receive a search request from a user to search the index, wherein the search request includes at least one search term associated with at least one portal tag; and

code to compare the search terms having associated portal tags with the portion of content stored in the data field identified by the same portal tag.

49. (original) A programmed computer for decentralized e-commerce, comprising:  
a memory for storing computer executable code; and  
a processor for executing the program code stored in memory, wherein the program code includes:

code to register a content provider, comprising receiving key information and an address to content, the content being tagged with at least one provider tag to identify each of at least one content field, the content being stored on a content server and the key information being a cross-reference of each provider tag corresponding to each portal tag;

code to provide a user search interface permitting a user to enter a search request for content, wherein the user search interface permits a user to associate a portal tag with each search term whereby restricting the search to at least one of the content fields;

code to receive the search request from a user;

code to search the content based on the search request;

code to identify content complying with the user's search request; and

code to transmit the identified content to the user.

50. (original) A programmed computer for decentralized e-commerce, comprising:  
a memory for storing computer executable code; and  
a processor for executing the program code stored in memory, wherein the program code includes:

code to create content wherein the content is tagged with at least one provider tag to identify each of at least one content field;  
code to store the content on a content server; and  
code to register the content with a portal server, comprising providing an address for the content and providing key information relating a provider tag to a corresponding portal tag in a portal tagging standard.

51. (original) A system for decentralized e-commerce, comprising:  
a first database for storing at least one portal tagging standard having portal tags; and  
a second database for storing at least one registered content provider information, including key information and an address to content, wherein the address comprises a network location address to content having provider tags identifying each of at least one content field within the content, and the key information comprises a cross-reference of portal tags corresponding to provider tags; and  
a central processing unit configured to:  
receive a user search request having at least one search term associated with at least one portal tag;  
cross-reference each portal tag with at least one corresponding provider tag using the key information; and  
search the content by comparing each search term with each matching content field, a matching content field being a content field tagged with a provider tag corresponding to the portal tag associated with the search term.